ORDER

KLAS

Orders

Order / Rev:	36982		
Alt Order #:	08843216		
Product Desc:	HELLER/SENATE/REP		
Estimate:			
Flight Dates:	10/17/12 - 10/23/12	Primary AE:	Mike Jones
Original Date / Rev:	08/14/12 / 10/15/12	Sales Office:	K-WAS
Order Type:	GENERAL	Sales Region:	National

Agency

Name:	**Strategic Media Services**		
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	3299 K St. NW	Billing Cycle:	EOM/EOC
	Washington, DC 20007	Agency Commission:	15%

Advertiser

Name:	**Heller, Dean R-USS**		
Demographic:	A35+	New Business Thru:	
Product Codes:	PO1	Order Separation:	00:15:00
Priority:	LV3	Advertiser External ID:	
Revenue Codes:	AGY, POL, CAND	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	65	$47,630.00	$40,485.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	65	$47,630.00	$40,485.50	0.00
Totals	65	$47,630.00	$40,485.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	$47,630.00
Market	100%	$158,766.67

Competitive Share	Share	Total
CABLE	0%	$0.00
KBLR	0%	$0.00
KFBT	0%	$0.00
KINC	0%	$0.00
KTNV	25%	$39,691.67
KTUD	0%	$0.00
KVBC	0%	$0.00
KVVU	5%	$7,938.33
KVWB	0%	$0.00
LV1	0%	$0.00
UNKWN	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	8	10/17/12	10/19/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	--WTF--	:30	2	$225.00	LV2	0.00 NM	2	$450.00
5A NEWS														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/15/12	10/21/12	--WTF--	2	$225.00	0.00								
E 2	8	10/22/12	10/23/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	MT-----	:30	1	$225.00	LV2	0.00 NM	1	$225.00

Order / Rev: 36982 Advertiser: Heller, Dean R-USS

Alt Order #: 08843216 Product Desc: HELLER/SENATE/REP KLAS

Flight Dates: 10/17/12 - 10/23/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				5A NEWS										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/22/12	10/28/12	MT-----	1	$225.00	0.00							
E 3	8	10/22/12	10/23/12	8 News Now 6a M-F	CM	6-7a	MT-----	:30	1	$275.00	LV2	0.00 NM	1	$275.00
				8 News Now 6a M-F										
				6A NEWS										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/22/12	10/28/12	MT-----	1	$275.00	0.00							
E 4	8	10/17/12	10/19/12	8 News Now 6a M-F	CM	6-7a	--WTF--	:30	2	$275.00	LV2	0.00 NM	2	$550.00
				8 News Now 6a M-F										
				6A NEWS										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	--WTF--	2	$275.00	0.00							
E 5	8	10/17/12	10/19/12	CBS This Morning 7-9a	CM	7-9a	--WTF--	:30	1	$200.00	LV2	0.00 NM	1	$200.00
				CBS This Morning										
				EARLY SHOW										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	--WTF--	1	$200.00	0.00							
E 6	8	10/22/12	10/23/12	CBS This Morning 7-9a	CM	7-9a	MT-----	:30	2	$200.00	LV2	0.00 NM	2	$400.00
				CBS This Morning										
				EARLY SHOW										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/22/12	10/28/12	MT-----	2	$200.00	0.00							
E 7	8	10/17/12	10/19/12	Live w/Kelly	CM	9-10a	--WTF--	:30	2	$275.00	LV3	0.00 NM	2	$550.00
				Live With Regis & Kelly										
				LIVE WITH KELLY										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	--WTF--	2	$275.00	0.00							
E 8	8	10/22/12	10/23/12	Live w/Kelly	CM	9-10a	MT-----	:30	2	$275.00	LV3	0.00 NM	2	$550.00
				Live With Regis & Kelly										
				LIVE WITH KELLY										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/22/12	10/28/12	MT-----	2	$275.00	0.00							
E 13	8	10/17/12	10/19/12	8 News Now Noon M-F	CM	12-1230p	--WTF--	:30	2	$325.00	LV2	0.00 NM	2	$650.00
				8 News Now Noon M-F										
				NOON NEWS										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	--WTF--	2	$325.00	0.00							
E 14	8	10/22/12	10/23/12	8 News Now Noon M-F	CM	12-1230p	MT-----	:30	2	$325.00	LV2	0.00 NM	2	$650.00
				8 News Now Noon M-F										
				NOON NEWS										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/22/12	10/28/12	MT-----	2	$325.00	0.00							
E 15	8	10/17/12	10/19/12	1230-2p Soaps/ LMAD	CM	1230-2p	--WTF--	:30	1	$1,315.00	LV1	0.00 NM	1	$1,315.00
				Soaps / Let's Make A Deal										
				BOLD.LET'S MAKE										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	--WTF--	1	$1,315.00	0.00							
E 17	8	10/17/12	10/19/12	The Talk 2-3P	CM	2-3p	--WTF--	:30	1	$1,315.00	LV1	0.00 NM	1	$1,315.00
				The Talk										
				TALK CBS										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	--WTF--	1	$1,315.00	0.00							
E 18	8	10/22/12	10/23/12	The Talk 2-3P	CM	2-3p	MT-----	:30	1	$1,315.00	LV1	0.00 NM	1	$1,315.00
				The Talk										
				TALK CBS										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/22/12	10/28/12	MT-----	1	$1,315.00	0.00							
E 19	8	10/17/12	10/19/12	Ellen	CM	3-4p	--WTF--	:30	4	$425.00	LV2	0.00 NM	4	$1,700.00
				Ellen										
				ELLEN										

Order / Rev: 36982 Advertiser: Heller, Dean R-USS

Alt Order #: 08843216 Product Desc: HELLER/SENATE/REP KLAS

Flight Dates: 10/17/12 - 10/23/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	8	10/17/12	10/19/12	Ellen Ellen	CM	3-4p	--WTF--	:30	4	$425.00	LV2	0.00	NM	4	$1,700.00
ELLEN															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	--WTF--	4	$425.00	0.00										
E 20	8	10/22/12	10/23/12	Ellen Ellen	CM	3-4p	MT-----	:30	2	$425.00	LV2	0.00	NM	2	$850.00
ELLEN															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/22/12	10/28/12	MT-----	2	$425.00	0.00										
E 21	8	10/17/12	10/19/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p (4:30 PM-5:00 PM)	--WTF--	:30	3	$450.00	LV2	0.00	NM	3	$1,350.00
4P NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	--WTF--	3	$450.00	0.00										
E 22	8	10/22/12	10/23/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p (4:30 PM-5:00 PM)	MT-----	:30	2	$450.00	LV2	0.00	NM	2	$900.00
4P NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/22/12	10/28/12	MT-----	2	$450.00	0.00										
E 23	8	10/17/12	10/19/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	--WTF--	:30	4	$500.00	LV2	0.00	NM	4	$2,000.00
5P NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	--WTF--	4	$500.00	0.00										
E 24	8	10/22/12	10/23/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	MT-----	:30	3	$500.00	LV2	0.00	NM	3	$1,500.00
5P NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/22/12	10/28/12	MT-----	3	$500.00	0.00										
E 25	8	10/17/12	10/19/12	630-7p Inside Edition Inside Edition	CM	630-7p	--WTF--	:30	2	$325.00	LV2	0.00	NM	2	$650.00
INSIDER															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	--WTF--	2	$325.00	0.00										
E 27	8	10/17/12	10/19/12	7-8p Rotator 7-8p Rotator	CM	7-8p	--WTF--	:30	2	$350.00	LV2	0.00	NM	2	$700.00
ET/INSIDE EDITION															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	--WTF--	2	$350.00	0.00										
E 28	8	10/22/12	10/23/12	7-8p Rotator 7-8p Rotator	CM	7-8p	MT-----	:30	1	$350.00	LV2	0.00	NM	1	$350.00
ET/INSIDE EDITION															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/22/12	10/28/12	MT-----	1	$350.00	0.00										
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	*8*	*10/22/12-10/28/12*	*7-8p Rotator*	7-8p	MT--------	*:30*	*~~($350.00)~~*	0.00	*NM*						
See MG 28.5															
[Program Preempted due Presidential Debate - bco]															
5	8	10/22/12-10/28/12	Mon 10-11p	10-11p	(10:00 PM-10:30M---------	:30	$350.00	0.00	NM						
Ⓜ MG for 28.1 10/22															
E 29	8	10/17/12	10/19/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	--WTF--	:30	1	$600.00	LV2	0.00	NM	1	$600.00
11P NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/15/12	10/21/12	--WTF--	1	$600.00	0.00										
E 30	8	10/22/12	10/23/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	MT-----	:30	1	$600.00	LV2	0.00	NM	1	$600.00
11P NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/22/12	10/28/12	MT-----	1	$600.00	0.00										

Order / Rev: 36982 Advertiser: Heller, Dean R-USS

Alt Order #: 08843216 Product Desc: HELLER/SENATE/REP KLAS

Flight Dates: 10/17/12 - 10/23/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 31	8	10/17/12	10/19/12	Letterman Letterman	CM	1135p-1237a	--WTF--	:30	1	$275.00	LV2	0.00 NM	1	$275.00
LETTERMAN														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/15/12		10/21/12		--WTF--	1	$275.00	0.00							
E 32	8	10/22/12	10/23/12	Letterman Letterman	CM	1135p-1237a	MT-----	:30	1	$275.00	LV2	0.00 NM	1	$275.00
LETTERMAN														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/22/12		10/28/12		MT-----	1	$275.00	0.00							
E 36	8	10/23/12	10/23/12	Tue 10-11p Vegas	CM	10-11p	-T-----	:30	1	$1,700.00	LV2	0.00 NM	1	$1,700.00
UNFORGETTABLE														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/22/12		10/28/12		-T-----	1	$1,700.00	0.00							
E 38	8	10/17/12	10/17/12	Wed 10-11p CSI	CM	10-11p	--W----	:30	1	$2,300.00	LV2	0.00 NM	1	$2,300.00
CSI NY														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/15/12		10/21/12		--W----	1	$2,300.00	0.00							
E 42	8	10/19/12	10/19/12	Fri 10-11p Blue Bloods	CM	10-11p	----F--	:30	1	$1,600.00	LV2	0.00 NM	1	$1,600.00
BLUE BLOODS														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/15/12		10/21/12		----F--	1	$1,600.00	0.00							
E 43	8	10/20/12	10/21/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P	-----SS	:30	2	$400.00	LV2	0.00 NM	2	$800.00
11P NEWS WKND														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/15/12		10/21/12		-----SS	2	$400.00	0.00							
E 44	8	10/20/12	10/20/12	CBS Early Show - Sat. CBS Early Show - Sat.	CM	5-7a	-----S-	:30	1	$95.00	LV2	0.00 NM	1	$95.00
CBS SAT AM														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/15/12		10/21/12		-----S-	1	$95.00	0.00							
E 47	8	10/20/12	10/20/12	Sat Prime Special KLAS Movie: Escape From NY	CM	8-10p	-----S-	:30	2	$500.00	LV2	0.00 NM	2	$1,000.00
CBS COMEDIES														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/15/12		10/21/12		-----S-	2	$500.00	0.00							
E 50	8	10/21/12	10/21/12	Eye on Wash/Wall St Jo Eye On Wash/Wall St Jrnl	CM	5-6a	------S	:30	1	$85.00	LV2	0.00 NM	1	$85.00
EYE WASH/WSJ														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/15/12		10/21/12		------S	1	$85.00	0.00							
E 51	8	10/21/12	10/21/12	8 News Now Sun AM #1 8 News Now Sun AM #1	CM	8 News Now Sun A	------S	:30	1	$150.00	LV2	0.00 NM	1	$150.00
6A NEWS SUN														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/15/12		10/21/12		------S	1	$150.00	0.00							
E 57	8	10/21/12	10/21/12	NFL Reg Season Game NFL Football Reg. Season	CM	NFL Football Reg. (1:00 PM-4:00 PM)	------S	:30	2	$7,700.00	LV1	0.00 NM	2	$15,400.00
NFL 1P														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/15/12		10/21/12		------S	2	$7,700.00	0.00							
E 59	8	10/21/12	10/21/12	Sun 7-8p 60 Minutes	CM	7-8p	------S	:30	1	$1,500.00	LV2	0.00 NM	1	$1,500.00
60MIN														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/15/12		10/21/12		------S	1	$1,500.00	0.00							
E 62	8	10/21/12	10/21/12		CM	10-11p	------S	:30	1	$2,000.00	LV2	0.00 NM	1	$2,000.00

Order / Rev: 36982 Advertiser: Heller, Dean R-USS

Alt Order #: 08843216 Product Desc: HELLER/SENATE/REP KLAS

Flight Dates: 10/17/12 - 10/23/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun 10-11p											
				The Mentalist											
				CSI MIAMI											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/15/12	10/21/12	------S	1	$2,000.00	0.00								
N64	8	10/22/12	10/22/12	Mon 10-11p	CM	10-11p	M------	:30	1	$350.00	LV2	0.00	NM	1	$350.00
				ET / Inside Edition		(10:00 PM-10:30 PM)									
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	M------	1	$350.00	0.00								
N65	8	10/22/12	10/22/12	Mon 10-11p	CM	10-11p	M------	:30	1	$325.00	LV2	0.00	NM	1	$325.00
				ET / Inside Edition		(10:30 PM-11:00 PM)									
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	M------	1	$325.00	0.00								
N66	8	10/22/12	10/23/12	Craig Ferguson	CM	1237a-137a	MT-----	:30	1	$110.00	LV3	0.00	NM	1	$110.00
				Craig Ferguson		(10:30 PM-11:00 PM)									
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	MT-----	1	$110.00	0.00								
N67	8	10/17/12	10/19/12	8 News Now 4-5a	CM	4-5a	--WTF--	:30	1	$20.00	LV4	0.00	NM	1	$20.00
				8 News Now 4-5a											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/15/12	10/21/12	--WTF--	1	$20.00	0.00								
													Totals	65	$47,630.00